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ALICE LAKE OVER THE WIRE

METRO PICTURES
CORPORATION

JED MEADOR
Director of Publicity & Advertising

Adapted by Edward T. Lohr, Jr.

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

MAIL CAMPAIGN

Fill in—Copy—and Stamp

Dear Madam:—

This postcard is for the purpose of acquainting you with the coming to this theatre on.....of a corking good picture, "Over the Wire." It contains several elements that assure its being cramful of thrills and delights. First, Alice Lake, winsome, petite and irrepressible, has the starring role. Second, it was written for her by one of the foremost short story writers in this country, Arthur Somers Roche, whose fiction you surely must have read in the leading magazines.

The story is about a woman who married a man in order to punish him. A novel plot, truly.

Yours respectfully,

And Send This Letter Two Days Before Your Showing

Dear Madam:

In our postcard to you a few days ago we suggested the plot. Unique is the word to describe the plot. And puzzling, too. What would you think of a girl, thoroughly distraught after her brother blows his brains out, who sets out to ruin the man responsible for her brother's suicide, and stoops at no means to achieve her end. Hate is the motive that impells her, and when her first plans failed, hate is the motive that makes her marry him. Then suddenly she finds that a miracle has happened—that she no longer hates the man. Just what happens to her, and how, is what you will thrill over when you see the picture. The date of the showing is..... and the run is for.....days.

Yours respectfully,

Cuts That Capture Attention

The cuts that mean something to the exhibitor are those that force the newspaper reader to turn to them the instant the page is turned and the eye roves about for the most striking feature of the page. Such cuts—real attention holders—are those offered by Metro, and found below and in other pages of this exploitation book. The scene and star cuts of Alice Lake are striking in the utmost degree, and serve splendidly to form the lines in front of your box office that spell full houses and success.



ALICE LAKE in a Scene from OVER THE WIRE

2-Column Scene Cut or Mat No. 63-C

Your Program—All Set

Everything you need from credits to cut is given here

ALICE LAKE ✓

— in —

OVER THE WIRE

The Cast:

Kathleen Dexter.. Alice Lake
John Grannan..... Al Roscoe
Terry Dexter.. George Stewart
James Twyford... Alan Hale

Over the wire came her brother's voice bidding good-bye. Then a pistol report and the youth's soul passed to the great beyond. The girl took a vow to make the man responsible for her brother's death suffer until he was ruined and helpless. How her great hate slowly changed and blossomed into love, after a marriage that was loveless and sinister, makes for a picture whose drama will carry you off your feet.



ALICE LAKE in a Scene from OVER THE WIRE
1-Column Scene Cut or Mat No. 63-A

A Wesley Ruggles Production for Metro from the original story by Arthur Somers Roche. Screenplay by Edward Lowe, Jr. Motion photography by Allan Siegler. Art Interiors designed by J. J. Hughes.

Teaser Paragraphs:

YOU HAVE BEEN A WONDERFUL SISTER TO ME, GOOD BYE! Those were the last words Kathleen Dexter heard over the telephone. She knew her brother was in trouble and faced jail as a swindler. But she did not expect the pistol report that rang over the wire and which told her that her brother had shuffled off this mortal coil. A man had driven the poor lad to his death and the girl knew she would never be content until she had been revenged. The part of Kathleen in "Over the Wire," a Wesley Ruggles Production for Metro, is played by Alice Lake. At the..... Theatre.

AN EYE FOR AN EYE; A TOOTH FOR A TOOTH. Yes, the girl told herself, revenge would be hers, and sweet it would be to know that she had ruined the man whose steely will had cowed her brother, driven him to suicide. So she planned a campaign like a general. Baffled when her plans to ruin her enemy financially ended in fiasco, she decided on a new move. She would marry him. See Alice Lake interpret the role of Kathleen Dexter in "Over the Wire," a Wesley Ruggles Production for Metro, by Arthur Somers Roche. At the..... Theatre.

THE PISTOL WAS IN HER HAND and if she wished she could shoot her husband, make him die miserably like a dog. It was the grand moment she had wanted, the opportunity to avenge the death of her brother who shot himself when the man before her failed to give him mercy. Then something happened. Hate, and it was bitter hate, suddenly changed to love. See how it came about in "Over the Wire" a Metro picture starring piquant Alice Lake. At the..... Theatre.

and Catch Phrases:

Where a woman marries her enemy to avenge her brother's death.

Picturing wild escapades in Wall Street and marriage.

Showing that even a good hater is not immune from the darts of Cupid.

In which a man and woman battle with their wills—and both win.

Wherein a woman makes it her life work to ruin and humiliate the man she loves.

A picture where love ends the conflict of two master minds.

Portraying a woman's struggle with her own double-faced soul.

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

The Story

KATHLEEN DEXTER and her young brother Terry are orphans. Born and reared in luxury, they continue to live in luxury even when left alone in the world. But Kathleen is worried by Terry's lack of any sense of responsibility. Her love for him tells her instinctively that Terry will get into trouble. Her instinct is right.

One day Terry is summoned to the office of John Grannan, an old family friend and a power in Wall street. Terry has been gambling in stocks for amusement and the amusement has cost him his fortune, with \$20,000 of Grannan's that he has embezzled on the side. The \$20,000 matter irritates Grannan so much that he threatens to send Terry to jail.

Terry is frightened. And in his fright he makes a desperate attempt to win back the \$20,000 at cards. He is out of luck, but he manipulates the cards until they win for him. He doesn't collect his winnings; his cheating is discovered.

He turns to Kathleen to get him out of the mess. She gives him her check for \$20,000 to pay Grannan. But Grannan won't accept the check. He has heard of the cheating at cards and decided the only thing for Terry to do is to start life anew. He offers him a chance to swing a sledge at a dollar a day in a Mexico mine. But Terry has appraised himself as a thoroughly bad lot. He calls Kathleen on the telephone, fearing to face her, and says: "You've been a wonderful sister to me, Kathleen.—I love you.—Goodbye."

The sound of a shot reaches her ears over the wire and she realizes Grannan has forced Terry to suicide.

"You'll pay, John Grannan!" she cries. "I'll bend your pride and trample on it until you beg for mercy as my brother did."

Grannan has not seen Kathleen for years and when she appears to fulfill a secretarial vacancy in his office he does not recognize her. As his secretary she becomes entrusted with his financial secrets and through this information she plans to ruin him. Conspiring with another financier, James Twyford, she arranges for Twyford to buy all the steel possible on the market when steel drops, forcing Grannan, who is trying to shove it up, to buy in order to protect himself. The deal costs Grannan half a million, but he doubles his loss in gains in other stocks, so Kathleen loses her first attempt at revenge.

Grannan takes her excitement about the incident as due to personal interest in himself and he wants a lot of personal interest, as he has fallen in love with his young secretary. It isn't until he has courted her and married her that she tells him she is Terry Dexter's sister and that she had married him solely for revenge. She plans to culminate that revenge in disgracing Grannan by eloping with Twyford.

But Grannan halts the elopement by using his influence to have the train on which the pair are speeding from New York to Chicago flagged. The elopers are brought back to New York by force.

"I should never have brought you back if I hadn't believed that down in your heart you loved me," Grannan tells Kathleen.

He warns her not to communicate with Twyford. Kathleen, who has found growing, in spite of herself, a warm affection for Grannan, obeys his command. Twyford forces communication. He comes to the house and urges a new plan for Grannan's financial ruin; he seeks a new elopement. Kathleen's love has smothered her desire for revenge. Twyford is in a frenzy of rage. He says he'll "get" Grannan himself.

Grannan returns and Kathleen forces him to hide behind the draperies. Seeing a note that Twyford has written Grannan says, "The poor fool! I have him where I want him now and I'm going to crush him."

Twyford glares from the curtain with murder in his eyes. Kathleen sees him. She knows now she loves her husband; she knows she will die to save him. Before Twyford can act, she fires a shot that sends him falling wounded into the room.

"You've never had a better chance for revenge," Grannan tells her, glancing at the smoking weapon.

"Something has changed my mind about revenge."

A great hope dawns upon Grannan.

"I—I find that I love you," Kathleen murmurs.



ALICE LAKE in a Scene from OVER THE WIRE
No. 63-B
1 Column Scene Cut or Mat

HIGHWAYS AND BYWAYS

An Exploitation Talk for Exhibitors

YOU RECALL the Biblical story of the wedding which the invited guests failed to attend so that they had to send out into the highways and the byways to get enough people to make a regular party out of it? The promise of a pleasant entertainment attracted the strangers and a full house was obtained.

You, as an exhibitor, are in the position of the person giving the party. By announcements of your attractions you invite the public to your theatre. But suppose your invited guests are not coming. It has happened frequently enough. Exhibitors have opened their theatres, issued their general invitations—and their houses have been comparatively empty. A nightmare panic seizes the showman. "They're not coming," he cries in despair. And, with that despair, he yields up his business.

But an enterprising exhibitor takes a little tip from the Bible. He goes out into the highways and byways to get enough people. He attracts strangers by his promise of pleasant entertainment. And his house is filled up.

When we say he goes into the highways and byways, we mean that he covers the whole town with his exploitation features. He plasters the main streets and the side streets with his advertising posters; he used stunts that arouse curiosity about his show even to the most remote quarters of the town; he reaches the people through the medium of his newspaper publicity, by means of his heralds and throwaways; he strikes the personal note in his mail campaign; he fixes up his lobby; he co-operates with the town merchants in putting his pictures across.

It's the modern way of pulling the highway-byway stunt. And in this press book you have all the material at hand which to do it. The steadily-increasing popularity of Alice Lake as a star, the powerful appeal of the story, the great vogue of the author, Arthur Somers Roche, and the fact that you have a Wesley Ruggles production are to be stressed in your advertising.



ALICE LAKE in a Scene from OVER THE WIRE
2 Column Scene Cut or Mat No. 63-D

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

ACCESSORIES



FOR YOUR LOBBY: Two 22x28's hand colored. Six art-colored 11x14's, and ten sepia prints.

FOR YOUR BILLING: One smashing 24-sheet. One arresting six-sheet. Two compelling three-sheets. Two splendid one-sheets. Window Card of half-sheet size, cut-out.

FOR YOUR NEWSPAPERS: A mine of publicity matter prepared by trained newspaper men. Advance and Review stories for your dramatic editors. Prepared matter for your program. Scene-Cuts in varieties of one three-column, two two-column, and two one-column cuts. Procurable in either mat or electro form. Star cuts in two-column and one-column sizes, obtainable in mat or electro. Ad Cuts for the newspapers, two two-column, and two one-column ads. Teaser Advertising Aids and Catch-Phrases.

FOR GENERAL EXPLOITATION: A cut-out Herald, in two colors with synopsis of the story and scenes from the play. Complete exploitation campaign outlined by experts.

Stunts

TIE-UPS WITH OVER-THE-WIRE CONCERNS

Every once in a while a motion picture is produced with a title that offers a wide range of possibilities in tie-ups with general advertisers. In such cases an energetic drive leads to winning results. Frequently all over the country exhibitors have managed to collect sufficient support in their exploitation to get two solid pages of advertising across, by co-operating with other advertisers in an arrangement whereby each advertiser hangs his plea to the public on the catchword of the picture title. All the exhibitor has to do himself with such a tie-up is to place a small advertisement in the center of the other advertisements and reap the benefit of having the title of his picture given wide prominence in connection with the other advertising.

Your obvious tie-up in "Over the Wire" is with concerns that make a specialty of quick deliveries on telephone orders. For example, a tie-up with a restaurant:

"Order your dinner OVER THE WIRE—The Palais Restaurant will deliver it direct to your home."

Tie up with the grocery stores, butcher shops, dairies, taxicab companies, livery stables, department stores, etc.

DEPARTMENT STORE WINDOW DISPLAYS

The ingenuity of window decorators in department stores is often taxed beyond capacity by the demand for new ideas for display of their window mannequins. They welcome suggestions.

A suggestion you might make to them in connection with this production is to have a mannequin dressed as a woman seated at a table with a telephone receiver to her ear and to display it in connection with "Over the Wire" posters.

DETECTIVE AGENCIES AND BANKS

Other tie-ups might be made with detective agencies and banks in connection with the embezzlement end of the picture. Have the detective agency advertise service by having people call OVER THE WIRE when a crime has been committed that requires immediate action if the culprit is to be detected. Propose that the bank use the "Over the Wire" idea in advertising the safety of deposits as a preventative of tragedies such as happened to young Terry Dexter in the picture.

TELEPHONE EXHIBIT FOR YOUR LOBBY

In your lobby display, you might be able to count on the co-operation of the telephone companies. A full exhibit of all telephone appliances could be arranged, bringing the sort of a show that draws thousands in itself right to the entrance to your theatre.

Long-Distance Sleeping

was the least of Jerry Dexter's weaknesses. Getting him out of bed was an amusing bit of his sister Kathleen's daily routine. Getting him out of embezzlement later was not so amusing; and it brought to Kathleen's life the dramatic romance so amazingly enacted by



ALICE LAKE
in
OVER THE WIRE

By ARTHUR SOMERS ROCHE
Adapted by Edward Lowe, Jr.

A
WESLEY RUGGLES
Production

2-Col. Ad Cut or Mat No. 63-CC

NOTE: In the two-column advertising cut at the opposite side of the page—2-col. ad cut or mat No. 63-DD—the name of the director, Wesley Ruggles, has been chopped off in order to get the reduced cut in the space allotted. In the full-size cuts—these appear here about half size—the display is complete.

[Page Four]

Ad Cuts



The drama of a girl
who found happiness
through hate

By
ARTHUR SOMERS ROCHE
Adapted by EDWARD LOWE, JR.

A
WESLEY RUGGLES
Production

1-Col. Ad Cut or Mat
No. 63-AA



ALICE LAKE
in
OVER THE WIRE

Arthur Somers Roche's
electrically dramatic
story—a picture of
1000-thrillwat power

Adapted by EDWARD LOWE, JR.

A
WESLEY RUGGLES
Production

1-Col. Ad Cut or Mat
No. 63-BB

Would A Wife Have Done It?

Made the sacrifice for him that his
sister, Kathleen, did—even though she
knew her brother was an embezzler?

That act of loyalty began Kathleen's
story, a romance of revenge. It is
splendidly portrayed by



ALICE LAKE in
OVER THE WIRE

By ARTHUR SOMERS ROCHE
Adapted by EDWARD LOWE, JR.

2-Col. Ad Cut or Mat No. 63-DD

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

For Street, Store and Theatre

THE MOST POPULAR PHONE OPERATOR

Popularity contests are sure stimulants to public interest. Worked in connection with a newspaper and with a specific business concern, they give you advertising of the most extensive sort.

"Over the Wire" ought to concern itself with telephone operators. See if you can't start a contest for the most popular telephone operator in your town. Try to get the co-operation of the telephone company and suggest that the company furnish a suitable prize. Your own prize offer might consist of giving a season ticket at your theatre for the winner and second and third prizes might take the form of tickets for a certain number of performances.

A popularity contest would be a boom for the newspaper, for the telephone company and for "Over the Wire."

TICKETS FOR THE FIRST "OVER THE WIRE"

Another contest, with similar prize awards, might be arranged, with the telephone company's co-operation, in the local schools. See if the company won't offer an award for the best essay written on the subject of "What OVER THE WIRE means to modern civilization"—an essay on the use of the telephone in the crises of modern life.

Or, to take a different angle, offer the prize awards for school-boy or athletic club running races. Ask, "Who's first OVER THE WIRE?" An effective way of staging such a race would be to arrange with the police department to keep the block in front of your theatre clear of traffic for an hour every day for several days before showing the picture and throughout the run of the picture. In that hour have running races for the length of the block. Have a wire stretched across one end of the block, and, on the side of the wire opposite from the runners, have an employee holding tickets for the show. The first man over the wire gets tickets.

A variation of this stunt might be tried in a high jumping contest to be held nightly in front of your theatre just before showing. The persons who succeed in making the best records OVER THE WIRE should get the ticket awards. Several contests of the sort might be in progress at the same time—a contest for men, a contest for boys, one for women and one for girls. Competition of this sort would be bound to draw big crowds. It's a simple stunt, but one guaranteed to put your S. R. O. sign into action.

PHONE RECEIVER AS THROWAWAY

Throwaways form one of the most attractive means of exploitation. Something of unusual cut and design readily stimulates interest. For "Over the Wire," cardboard cut into the shape of a telephone receiver would make an alluring background for an advertisement of the Alice Lake picture.

In this connection, it might be possible to work a tie-up with one of your local telephone companies—your advertisement going on one side of the throw-away receiver and the telephone company's advertisement on the other side.

LOVE-HATE FOR THE INTELLIGENZIA

They say that "everybody goes to the movies nowadays." But do they? Isn't there always a small group, frequently a highly intellectual group, that keeps away from the picture theatres?

You remember that at one time this group was very extensive. In the early days of the picture industry productions were generally of a sort that made not the slightest appeal to persons of the slightest intellectual attainments. You remember when pictures served simply to kill time and when they were attended with no thought of emotional or intellectual stimulation.

Then you recall how pictures of higher grade began to make converts out of the scoffers and developed so that to-day some of the finest brains in the world are engaged in the industry as a serious art. Motion pictures have at last reached the stage when, as in the Metro production of "The Four Horsemen of the Apocalypse," a university confers a degree in recognition of the artistic achievement of the director, Rex Ingram, and a critic of the standing of John Corbin writes in the New York Times that the theatre since Elizabethan days has never realized such a sense of epical grandeur as it did in that picture.

The intellectuals have in general been converted, but they remain discriminating in their choice of pictures. Part of your business is to get them coming. You can do this by emphasis upon certain intellectual themes that are topics of interested discussion where the serious thinkers congregate.

"Over the Wire" is based upon a theme that has gained steadily increasing prominence in serious discourse. It is the theme of marriage founded not upon love but upon hate. It is a theme that the Freudian psychologists have exploited and a theme that has found its intensive dramatic expression in the psychological dramas of Strindberg. It is the theme of the Love-Hate.

The theory is that these two elemental passions are closely allied and that they find their most striking exemplifications in marriage. It is the sort of a theory that stirs up discussion, discussion of the sort to which newspapers give columns of space. It is closely bound up with the question of divorce—and the United States has been generally recognized as leading the world in divorce activity and publicity. The Love-Hate theory goes down to the root of the matter.

Get the discussion started by letters to the newspapers, asking—Would Kathleen Dexter in real life have married the man she most detested? Would a woman seek to give herself to another man, a man she did not love, simply to revenge herself on her husband? Would a husband's love survive his wife's persistent hate?—Sprinkle your discussion by quotations from Freud and Havellock Ellis.

Illustrate Your Copy

3-Column Scene Cut or Mat
No. 63-E

The first form of writing known in history was picture-writing and the instinct for illustrating life in pictures has never died out. But it is only within the last decade that pictures have once again reached their primitive importance. More and more they tend to supplant the written word and leading educators prophesy a coming generation that will be schooled almost exclusively by the camera. They look upon the present as a transition age, an age in which pictures are still only a supplement to the written word, but a supplement that increases daily in importance.

The newspapers, in the past two years, have appreciated as never before the importance of this supplement. That's why more and more papers keep getting out picture supplements. It accounts for the steady increase of picture magazines and periodicals.

Newspapers recognize illustrations as their biggest circulation builders. A story that's illustrated is twice as valuable to the editors as one that is set in barren type. It's also twice as valuable to you.

Therefore never neglect the opportunity that lies open to you to get the maximum number of illustrations across with your copy. With every publicity story you send out, be sure to send scene cuts and star cuts.



ALICE LAKE in a Scene from OVER THE WIRE

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

Newspaper Readers Will Gobble Up These Stories



Two-Column Star Cut or Mat No. 63-F

Gone Are the Days of Mint ; So Alice Lake Grows Raspberries

Surely it is to Alice Lake, the petite Metro star who is now starring at the Theatre in "Over the Wire," a Wesley Ruggles Production from the original story by Arthur Somers Roche, that credit should be given for having started the anti-mint movement in favor of planting raspberries.

In these days when every hour sees some upstart of an anti-this or anti-that movement, it is no small achievement to have invented a new anti.

"Yes, I'm going to have all the mint dug up and substitute raspberries," Alice Lake announced the other day, after a survey of her garden at Hollywood, Cal.

"Mint is no longer in vogue," Miss Lake explained. "The best people find no use for it." A faraway look came into her eyes. "Juleps," she said.

"But mint is used for lambs," her director, Wesley Ruggles, objected.

"The Lambs?" Miss Lake was surprised. "I don't know how they make out in their New York clubhouse, but I don't see the Lambs in Hollywood making any juleps. However, if the Lambs do find a use for it, they will probably do a public service by conserving our mint resources."

"But why do you substitute raspberries?"

"—Just to hand to thirsty individuals who come around looking for mint juleps," Miss Lake murmured.

In the picture she appears as the little mother of a spoiled brother. After following him through several wild escapades and assisting him back to the path of rectitude, she suddenly finds

herself without responsibility through the violent death of her charge. In a reckless mood she plunges into a whirl of adventure.

The story was scenarioized by Edward Lowe, Jr. Allan Siegler photographed the picture, and J. J. Hughes designed and executed the art settings.

The supporting cast of Miss Lake includes Albert Roscoe, George Stewart and Alan Hale.



ALICE LAKE
1/2-Column
Cut or Mat
63-G

sonally, I have either loved or hated without the slightest alloy of the one entering into the composition of the second."

But the true psychology is there, for Arthur Somers Roche, the author, is a shrewd prober of the human soul, who knows the alpha and omega of its subtle workings. This is but one of the touches going to make "Over the Wire" a surpassing photopicture of unusual distinction and charm. Miss Lake's performance in this picture has called forth the warm praises of critics in many cities.

Edward Lowe, Jr., adapted the story to the screen, Allan Siegler photographed it, and J. J. Hughes executed the art settings. The supporting cast includes Albert Roscoe, George Stewart and Alan Hale.

Can Woman Hate and Love the Same Man?

"I thought I knew the whole gamut of emotion," Alice Lake, Metro star, whose picture "Over the Wire," written by Arthur Somers Roche, is now showing at the Theatre. "But there are situations in this picture that baffle my psychological intuition—yes, and even my feminine intuition."

"For instance, I hate a man splendidly and violently all through the picture, when suddenly, just as I am getting used to this hate-motive, I find I have to fall in love with my enemy. At first, it staggered me—the idea was so novel. I am told it is true to life, but it is not true to the life I have lived. Personally, I have either loved or hated without the slightest alloy of the one entering into the composition of the second."

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Elopes Through Hate

One of the thrills that contribute to make "Over the Wire," the Wesley Ruggles Production starring Alice Lake, and now showing at the Theatre, such a gripping picture, is the elopement of the heroine immediately after going through the wedding ceremony. The man she elopes with is not her husband. A train is flagged and the couple is brought back to the husband. Then the novel situation is worked out, and a woman's hate is transformed to love.

Arthur Somers Roche wrote the story specially for Miss Lake.

ALICE LAKE AND HER BRILLIANT CAREER

"When I was at Erasmus Hall High School in Brooklyn, I used to say to myself all the time 'Oh, if only I could be a picture star.' It seemed an aim too remote ever to hope to attain."

But Alice Lake, who in a few short years on the screen has reached her ambition, and whose latest picture, "Over the Wire," a Wesley Ruggles Production for Metro is now showing at the Theatre, did not seem a bit bewildered at her sudden leap to fame when it came.

"I owe it all to Rudyard Kipling," she explained. "While I was day-dreaming and saying, 'If only I could do it,' I read his poem, 'If.' And I decided it was the key to the whole situation. If I could follow out the 'ifs' that he proposed, I felt I could do anything in the world except 'be a man, my son.'"

"The line that inspired me most was 'If you can fill the unforgiving minute with sixty seconds worth of distance run, yours is the earth and everything that's in it.'—It just revealed to me what I should have known, that it's fatal to waste time."

Miss Lake wasted no time. After her initial experience as an "extra," her climb upwards has been steady and persistent. Now she is at the top of her profession.

"Over the Wire" was written by the short story writer, Arthur Somers Roche, and scenarioized by Edward Lowe, Jr. It was photographed by Allan Siegler. J. J. Hughes executed the art settings. Miss Lake's supporting cast includes Albert Roscoe, George Stewart and Alan Hale.

DIRECTOR BECAME EXTRA IN PICTURE

Took Obscure Part in Arthur Somers Roche Story Translated to Screen

The rare distinction of using one of the highest salaried directors in pictures as a mere extra belongs to Wesley Ruggles, who directed Metro's special production of "Over the Wire," now showing at the Theatre with Alice Lake starring. Maxwell Karger, who is directing Metro productions that bear his name is seen in this picture in a role usually taken by an unknown seven-fifty-a-day "extra."

Mr. Ruggles has a reputation of working hours to obtain some slight effect that will add to the realism of his productions. In this picture a club room is shown with a card game in progress in the foreground. As the story unfolds, one of the players is called upon to arise suddenly and rush from the room.

The director had patiently explained the action to a seemingly hopeless extra half a dozen times when Mr. Karger, who was watching the situation, suddenly interrupted.

"I'll do the rushing myself," he said.

Two minutes later the scene was "shot," with Mr. Karger before the camera.

This is but one of the numerous precedents that are established by Mr. Ruggles in this, a film version of the original story written for Alice Lake, who is starring in the production, by Arthur Somers Roche. Mr. Roche provided the little star with an unusual story that is fairly crowded with unusual situations, while Edward Lowe, Jr., who wrote the scenario, added numerous original touches in its translation into the language of the camera.

Miss Lake is supported by an unusually strong cast. Albert Roscoe plays the leading male role, while George Stewart and Alan Hale are included in the list of principals.

Allan Siegler photographed the picture and J. J. Hughes designed and executed the art settings.

AUTHOR INSPIRED TO WRITE BY ACTRESS

"Over the Wire" is the communicative title of Alice Lake's Metro picture, a screen version of a story written expressly for her by Arthur Somers Roche, now showing at the Theatre.

When Mr. Roche became a contributing member of Metro's staff of famous writers a few months ago, he paid a visit to the company's Hollywood studios and watched Miss Lake at work in "Uncharted Seas." He spent an entire day watching the idiosyncrasies of the little star.

"I have an idea for a story that nobody in the world but Miss Lake could put over," said Mr. Roche at the conclusion of his inspection.

"Put it on paper and we'll screen it," replied Bayard Veiller, then chief of productions for the studio.

Her present production is the result. Wesley Ruggles, who directed Miss Lake in her two preceding special productions, also handled the megaphone in this picture. It was scenarioized by Edward Lowe, Jr. Allan Siegler photographed the picture, and the art settings were designed and executed by J. J. Hughes.

Miss Lake's supporting cast includes Al Roscoe, George Stewart and Alan Hale.

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE

More Publicity Stories To Increase Patronage

Advance and Review Stories

Submit both stories below to your editor, and ask that they be run with a star or scene cut. Advance story should appear during week preceding showing; review story on day following showing.

LOVE-HATE IS THEME OF "OVER THE WIRE"

In "Over the Wire," the Wesley Ruggles Production for Metro, which will be seen at the..... Theatre on..... where it begins a run of..... days as the feature attraction, Alice Lake, the brilliant little screen actress, who plays the starring role, has a picture specially made for her by Arthur Somers Roche. The latter is distinguished as a writer of fiction.

Strong hate that in the crucible of emotion changes to love, is the great underlying theme of this remarkable picture, which has all the vitality and life characteristic of the works of Mr. Roche. The story, briefly, deals with Terry Dexter, who commits suicide rather than face exposure as a swindler by a financial magnate, John Grannan. Before Terry dies he telephones his sister, Kathleen, that the end is come. Kathleen distraught, vows she will avenge her brother's death through ruining Grannan. This involves a series of escapades, a Wall Street coup, a marriage, elopement, and a sudden life and death adventure where Kathleen, to her amazement, finds that she does not hate her husband, Grannan, but loves him.

The scenario is by Edward Lowe, Jr. Allan Siegler photographed the picture, and the art settings were executed by J. J. Hughes. The able supporting cast include Albert Roscoe, George Stewart and Alan Hale.

ALICE LAKE PICTURE THRILLS AUDIENCE

An eye for an eye; a tooth for a tooth—the old Mosaic code of ethics was called into play yesterday in the Wesley Ruggles Production "Over the Wire," in which Alice Lake stars, and thrilled the full-house audience which witnessed the first performance of this Metro picture at the..... Theatre.

But more—as they followed with bated breath the dramatic movements of the picture the audience was treated to as unexpected a climax as was ever unfolded. For the action moved relentlessly towards the gaining of vengeance by a young woman whose brother's death had been brought about by a financier; vengeance was almost consummated when suddenly, a flower of love sprung up from the bog of hate. It was a masterly situation, but then the creator of it was Arthur Somers Roche, the fictionist whose work in the magazines and between book covers ranks him among the best short story writers of the country.

As Kathleen Dexter, Alice Lake, gave a performance of surpassing skill and beauty. Her acting has finish and spontaneity; it sparkles brilliantly like diamond facets, leaving nothing to be desired. Miss Lake's supporting cast includes Albert Roscoe, George Stewart and Alan Hale.

Edward Lowe, Jr., wrote the scenario, Allan Siegler photographed the picture, and J. J. Hughes designed and executed the art settings. It is an unusual picture, well worth seeing.



ALICE LAKE

One-Col. Star Cut or Mat No. 63-H

ALICE LAKE SUGGESTS MANY DIVERSE TYPES

Some say that she looks like Mary Pickford.

Others declare they see a resemblance to Norma Talmadge, and still others are convinced that she is the living image of Mae Marsh.

Looking like someone else has grown to be a specialty of Alice Lake, the petite Metro star whose latest picture, "Over the Wire," a Wesley Ruggles Production for Metro, is now showing at the..... Theatre to large audiences.

Alice possesses what might be termed a composite resemblance. In fact one doesn't have to liken her to other celluloid celebrities. She suggests your sister or mine.

All of which brings us to the parallel circumstance—that Alice Lake has a composite personality, and that it is revealed in "Over the Wire" even more than in all her other pictures.

"Over the Wire" was written for Alice Lake by Arthur Somers Roche, the short-story writer, and deals with a woman seeking revenge and learning to hate the man she loves. Edward Lowe, Jr., adapted the story for the screen. Allan Siegler photographed the picture and the art settings were executed by J. J. Hughes. The supporting cast includes Albert Roscoe, George Stewart and Alan Hale.

Something About "OVER THE WIRE"

Like many another, Kathleen Dexter believes the Golden Rule is the highest ideal to follow. But her theory collapses like a house of cards upon learning that her younger brother has shot himself after John Grannan, a power in Wall Street, had threatened the distracted lad with exposure as a swindler. An eye for an eye, a tooth for a tooth: "I'm going to get Grannan if it costs me my life," Kathleen vows. The trick of getting vengeance might be turned with the man's own weapons—the stock exchange. So Kathleen becomes the financier's private secretary, gaining both his confidence and love. Through a tip he lets fall, she executes a daring manoeuvre, only to discover that her coup is a bleak fiasco. Despairing of this method, she marries Grannan and immediately afterwards elopes with a man indifferent to her. How she not only fails to avenge her brother's death, but gives the man she hates her sincere love, provides an intriguing situation in "Over the Wire," a Metro picture by Arthur Somers Roche, in which radiant Alice Lake stars.

Ting-a-ling-ling!

Tingling of telephone bells is the order of the day at Alice Lake's Hollywood home. There is no let-up and the maid of the Metro star has not known an idle moment ever since the day when Director Wesley Ruggles announced Miss Lake's latest starring picture, "Over the Wire."

"Evidently these callers believe there's some mystic connection between overworking my phone and the name of my picture," Alice petulently remarked, when the calls were more insistent than usual.

"Over the Wire" was written by Arthur Somers Roche.

SHY SUITOR WOODED ALICE LAKE BY PHONE

Alice Lake, the little Metro star, whose latest picture, "Over the Wire" is now showing at the..... Theatre, has for some time been worrying over the oft-discussed question: "What's In A Name?"

And all because of a proposal of marriage.

Now there's nothing shocking or ridiculous in a marriage proposal, when you are expecting it, and actually see it coming in the eyes of your sweetheart long before he has even any notions about the matter. But to be proposed by someone an utter stranger—that's a horse of a different color.

But Alice Lake's complaint is worse. An utter stranger proposed to her, but he didn't have the decency to show himself as he "did the deed;" no, not satisfied with the proposal, he had to make himself invisible, using the agency of the telephone for his dire work.

It would have passed unnoticed, had the winsome star not been at work completing scenes in "Over the Wire."

"Over the Wire," a Wesley Ruggles production for Metro, was specially written for Miss Lake by the distinguished short story writer, Arthur Somers Roche. Edward Lowe, Jr., wrote the scenario, Allan Siegler photographed the picture, and J. J. Hughes designed and executed the art settings. Miss Lake's supporting cast includes Albert Roscoe, George Stewart and Alan Hale.



½-Col. Star Cut or Mat No. 63-L

CAST TROUBLES AWAY SAYS ALICE LAKE

Star of "Over the Wire" Counsels Dancing As Means of Making Life Rosy.



One-Column Star Cut or Mat No. 63-K

Next to acting—and her whole life is centered on acting—Alice Lake, the delightful star whose latest picture, "Over the Wire," a Wesley Ruggles Production for Metro is now showing at the..... Theatre revels in dancing.

"I believe in the famous line of 'on with the dance,'" she confides. "And why not? Work the phonograph overtime and trouble will travel the other way. If there's any unhappiness in this section of the world, I know dancing will send it a'packing."

"Besides I genuinely and sincerely love to dance. You know it was my first passion. When I was only sixteen I was already a professional dancer at the Waldorf, and I danced in one of the early pictures I did. It is part of me. In fact, my great early ambition was to go on the stage in musical comedy where I might have been able to combine acting and dancing."

Arthur Somers Roche, the noted short story writer, wrote the story, which Edward Lowe, Jr., adapted for the screen. Allan Siegler photographed it, and J. J. Hughes executed the art settings. The supporting cast includes Albert Roscoe, George Stewart and Alan Hale.

Stacking the Cards

After you have stacked the cards, and all is set for the grand coup that is to ruin the man you hate most on earth—isn't it aggravating to find that not only is he ruined, but that he has made twice as much money as you thought he would lose?

This is one of the situations in "Over the Wire" the Wesley Ruggles Production for Metro, starring Alice Lake, which is now showing at the..... Theatre. The story is by Arthur Somers Roche, the short-story writer.

ALICE LAKE in Over the Wire

ARTHUR SOMERS ROCHE'S ROMANCE OF REVENGE



Three-Sheet.
No. 63-X

Even a corps of Al salesmen touting the show to thousands wouldn't have the magnetism and capturing power of outdoor advertising skillfully scattered over town. Billboards get the people coming and going, the busy and the leisured, the theatrically inclined and their opposites. They work from dawn to dark, and even longer in the lighted streets. Posters are boosters and business bringers.



Window Card



Three-Sheet.
No. 63-W

Billboard Posters

Dramatic appeal and universal interest is the strength of the three-sheets above. The cut-out novelty window card in bright colors will get the merchants' cooperation.

Like many good things, the one-sheets below are small. The little fellows can be made to cover an extent of territory, and should be plastered everywhere.



One-Sheet.
No. 63-V



Six-Sheet. No. 63-Y



One-Sheet.
No. 63-T

These posters are the work of the Fine Arts Lithographing Co., of which Joseph H. Tooker is president. Order posters as you would cuts: by size and number.

The six-sheet to the left is eloquent of the fact that "Over the Wire" has an exciting plot. You will find it a fine patron-producer.

A Stand that Stands Out



24-Sheet. No. 63-Z

A Live Wire Sparks Anywhere

The place has nothing to do with it—if the wire has "juice" it will work efficiently. "The Four Horsemen of the Apocalypse," without exaggeration a miracle of screen craft, is such a live wire. For months it has been showing to capacity houses in New York, Chicago, Los Angeles, Boston, Pittsburgh, Detroit and other cities. And the merry sounds of incoming receipts at box offices still continue.

THE FOUR HORSEMEN

OF THE APOCALYPSE

has already been seen by more than three-quarters of a million people in the above cities. And still the crowds come! Because it justifies everything said about it.

A Rex Ingram Production

adapted from the celebrated novel of Ibanex by June Mathis. A score of million readers of the book insures the exhibitor a lively interest and patronage of the picture in his town. Qualified critics have praised it ardently and in unstinted terms. Public and critics are unanimous in their verdict that this is the picture of pictures.

See your nearest Metro exchange about it, or communicate direct with the New York headquarters of

METRO

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